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MOYERS & VALENTI

*For the faithful, more chores.*

## THE ADMINISTRATION

### The New Line-Up

The President looked glum all week, and Lyndonologists attributed his mood to the loss of two top men: Speechwriter Richard Goodwin and Cabinet Secretary Horace Busby Jr.

Goodwin, 33, a Kennedy Administration holdover, is a versatile intellectual and idea man who made the transition from Kennedy-style rhetoric to the homelier L.B.J. brand with no apparent strain. It was Goodwin who devised the essential idea for Kennedy's Alliance for Progress, and it was he who first dropped the phrase Great Society into an L.B.J. speech—and into the American vernacular. He accepted a \$15,000 fellowship at Wesleyan University's Center for Advanced Studies, where he plans to write under his own name after years of ghosting for two Presidents.

Texas-born "Buzz" Busby, 41, ranked lower than Goodwin in the White House hierarchy, but was personally closer to the boss, whom he had served since 1948. In addition to his job as Cabinet Secretary, he wrote some press releases and shorter presidential statements, served as deputy to McGeorge Bundy and acted as a liaison man with the intellectual world. With Walter Jenkins and George Reedy gone, Busby was the last of Johnson's old personal guard. Buzz plans to return to his management-consulting business to take care of his three growing children.

Fresh Recruits. No one on the present White House staff—or possibly in Washington—can match Dick Goodwin's swift facility for custom prose. Some of the presidential speechwriting chores will now be handled by Harry McPherson, 36, a University of Texas law graduate who had worked for the Senate Democratic Policy Committee, the State Department and the Pentagon before joining the White House staff.

Continued

CPYRGHT

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last month. Helping out with speeches if necessary will be Press Secretary Bill Moyers, General Aide Jack Valenti and Special Assistant Douglass Cater, an old journalistic hand.

There is no new Cabinet Secretary yet. Busby's other duties will be divided mainly between McPherson and another new White House aide, Joseph Califano Jr., 34. Brooklyn-born and a *magna cum laude* graduate of Harvard Law School, Califano is moving up fast in the L.B.J. entourage only two months after being lured over from Defense Secretary Robert McNamara's staff.

Rank on Rank. With Goodwin and Busby out and Larry O'Brien switching to the Post Office Department, the top rank of aides is reduced—in order of importance—to Moyers, who also acts as a general adviser, Bundy, Johnson's expert in diplomacy and national security, and Valenti, a Man Friday who, among other responsibilities, supervises the presidential schedule and probably spends more time with Lyndon than any other aide in the new line-up.

Clustered in the next echelon are Marvin Watson, who helps Valenti in

year. Though U.S. big industrial companies have always looked kindly on job applicants who can produce references from the President, no graduating class has ever cashed in as handsomely as the New Frontiers' oldtimers.

**Books & Beer.** Arthur Schlesinger Jr. and Theodore Sorensen, who each earned \$22,500 a year at the White House, expect to make \$500,000 apiece on their memoirs of the Kennedy years. Speechwriter Richard Goodwin, who resigned last week, has been offered \$250,000 for his J.F.K.-L.B.J. reminiscences—if he cares to write them. Lawyer Myer Feldman, who quit last March as counsel to the President, is making many times his \$28,500 White House salary as a partner in a Washington law firm. And, of course, Feldman is writing his memoirs.

Yet another J.F.K.-and-I saga is forthcoming from former Frontiersman Kenneth O'Donnell, who vowed to keep silent after reading Eisenhower Speechwriter Emmet John Hughes's book about Ike. In O'Donnell's words: "You're in a man's office, and he trusts

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No one is participating more actively in the nation's prosperity than Walter Heller, who earned \$20,500 as Kennedy-appointed chairman of the Council of Economic Advisers. Since leaving Washington last November, Heller has received 508 speaking invitations and accepted 35 (for fees generally ranging from \$500 to \$1,500). He is a director of International Milling Co. and of Minneapolis' National City Bank (whose economic newsletter he writes), acts as consultant to a Minneapolis in-

PETER MARCUS



HELLER

scheduling the presidential day, Jake Jacobsen, a troubleshooter and sometime legislative liaison man who aspires to succeed O'Brien as chief White House representative on Capitol Hill, and Lee White, a legal adviser, who may also depart soon.

### Most Happy Dropouts

A job in the White House may be short on pay and long on L.B.J. But for every presidential assistant who quits, a pot of gold is waiting just outside the gates of 1600 Pennsylvania Avenue. Indeed, the White House may be the only U.S. institution whose dropouts almost always make good.

Job offers start pouring in on a presidential assistant from the moment he begins looking restless. Larry O'Brien, who was openly eager to quit as Lyndon Johnson's Capitol Hill strategist before he was appointed Postmaster General, had any number of offers from private business at salaries

JON BRENNES



HATCHER

For New Frontier oldtimers, a pot of gold at the gates.

AP



CAPLIN

FRED WARD—BLACK STAR



SCHLESINGER

FRANCIS MILLER—LIFE



SORENSEN

you, and then you do that—it's almost like a Peeping Tom." He was persuaded to write a book nonetheless. Meanwhile, says O'Donnell, he has turned down offers of corporation jobs paying up to \$500,000 a year. Reason: he intends to run for Governor of Massachusetts next year.

Other Administration dropouts have found room at the top without writing a line about the Cuban crisis or J.F.K.'s opinion of Dean Rusk. Andrew Hatcher, a Negro who earned \$18,000 as assistant White House press secretary, is now market-promotions manager for the Ballantine beer outfit. Another former press aide, Malcolm Kilduff, whose chief claim to fame is that he announced Kennedy's death to the press in Dallas, is in the \$50,000-a-year bracket as a partner in a Washington public relations firm.

**Lancer to Wayside.** Many who join Government, of course, are already distinguished in their fields and serve at a financial sacrifice. But the loss of a financial sacrifice is worth it before pe-

vestment firm, last week became consultant to the chairman of Honeywell Inc., and still teaches at the University of Minnesota.

One of the New Frontier's more surprising business successes is former Press Secretary Pierre Salinger, who last week went to Continental Airlines as a \$45,000-a-year vice president. He had previously been making \$35,000 as a vice president of National General Corp., operator of a chain of movie houses. Lucky Pierre is also writing his memoirs, which will be called *Lancer to Wayside*, from the White House code names for Kennedy and Salinger. "Some of it gets very rough," says Salinger, who has less than flattering reminiscences about some of the reminiscence writers he served with. Salinger says modestly that his publishers, who have seen about half the book, "are beside themselves. They are just overjoyed." Salinger's memoirs, it is estimated, will net him a minimum of \$350,000.